



MEDIA@LSE Electronic MSc Dissertation Series

Audience Reception of Charity Advertising:

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ABSTRACT

INTRODUCTION

LITERATURE REVIEW

Mediation and suffering: Guiding audience's actions

Negative versus Positive Appeals

Type of action

The branding of suffering

Audience and mediated texts

RESEARCH DESIGN AND METHODOLOGY

Turning one's back on advertisements focusing on human suffering:
Unresponsiveness and distantiation

Making sense of charitable appeals and type of action: The branding of suffering?

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Journalism Studies

Contextualizing Kony 2012: Invisible Children, spreadable media, and transmedia activism

Research methods for clinical health psychology

Interviews: An introduction to qualitative research interviewing

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